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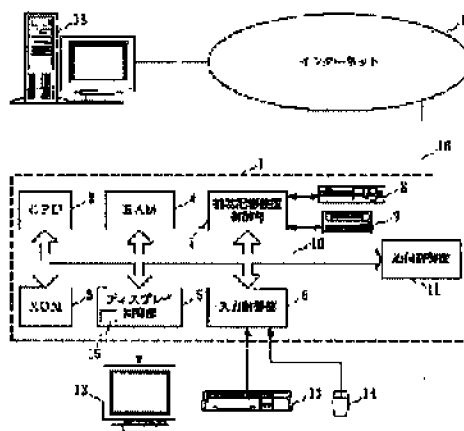
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(54) ADVERTISEMENT DISPLAY METHOD AND RECORDING MEDIUM RECORDING ADVERTISEMENT DISPLAY PROGRAM**(57)Abstract:**

PROBLEM TO BE SOLVED: To effectively display an advertisement without lowering the convenience of a user.

SOLUTION: When a communication line 16 is idle, a computer 1 requests transfer of advertisement information to a WWW server 18 and stores the advertisement information transmitted from the WWW server 18. During the time from the generation of the request for an access to a Web page to the display of the Web page of an access destination, the computer 1 displays the previously stored advertisement information.

**LEGAL STATUS**

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